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THE

for
U.F.A. CO-OPERATOR

VOLUME No. 2 JUL 11 1963



July, 1963

DELEGATE ELECTIONS

Delegates to U.F.A. Co-op Limited, are elected for a two year term. In the year 1963, the delegates for the odd numbered districts are to be elected. Nomination papers have been mailed out to members in the respective districts and the deadline for nominations is July 19.

The district and present delegates effected are:

<u>District</u>	<u>Delegate</u>
1	A. H. Anderson
3	Raymond Hart
5	Walter Risdon
7	Archie Hogg
9	Warren J. Byler
11	Stanley Thayer
13	Ted Quaschnick
15	J. H. Schmaltz
17	Gordon M. Dickson
19	Albert H. Friend
21	H. Boles
23	E. Grimson
25	Roy Vold
27	J. M. Bentley
29	John Lewicky
31	Oscar Gudlaugson
33	Gerard Bugeaud
35	Wm. J. Eaglesham

COVER

Our cover this month shows one of the older well established bulk plants operated by U.F.A. Co-op. This particular one is at Huxley and the agent is 81 years old, Sidney Hepburn.

The picture shows Mr. Hepburn on the right, talking to one of his neighbors Andrew Silver, a director of U.F.A. Co-op Limited. Our feature story this month gives more in the life of this sincere co-operator, Mr. Hepburn.

MEET THE GANG !



Don Milley

Yardmaster

CALGARY FARM SUPPLY CENTRE

Don Milley the yardmaster of the Calgary Farm Supply Centre assumes supervision of yard activities and shipping of supplies. He has been with U.F.A. for over 2 years and has been in this position for the past couple of months.

Attending high school in Fernie, B.C., Don has worked at various occupations since, including ranching, mining and previous to coming with U.F.A. was with Westeel here in Calgary.

It appears that most staff of U.F.A. are native Albertans or Saskatchewanites however, Don is one of the few whose home is in B.C. where his parents still live at Fernie. It is interesting to note that Don's wife, Donna is from Brantford, Ontario.

Don and Donna live in the Parkdale district of Calgary with their 2 children, Dale 2 years and Dawn 1 year.

Sports are of a great interest to Don and at one time he played both hockey and baseball, curling is now his main activity.

Feature Article :

PIONEER CO-OPERATOR

Alberta is justly proud of the pioneers who changed the wilderness to farm land and built communities where their children and grandchildren could enjoy a better life.

One of these pioneers is Mr. Sidney Hepburn who in 1903 settled four miles west of Huxley in a pleasant little valley surrounded by groves of trees and shrubs. Today at the age of 81½ years, he still lives on his land and from here he operates a U.F.A. Co-op bulk agency.

This agency is something special. It is one of the few that are still operated from the owner's farm, it is the only one that has been selling petroleum co-operatively since 1929, it is the only one operated by an agent over 80 years, but more important, it is operated by a man whose record in farm organization, the Co-op Movement, and in community service has few equals.

Mr. Hepburn was one of the original U.F.A. members of 1909 belonging to the Lakeview Local, which eventually became the Loyalty Local. At this time, members made use of carloads of coal, apples and feeds, and according to Mr. Hepburn, provided through this service, a good, neighborly, self-help attitude in the Locals. These Locals were instrumental in organizing such enterprises as the Farmers' Co-op Elevator at Huxley, which was to become one of the U.G.G. elevators. In addition to this, Mr. Hepburn was active in organizing the Alberta Wheat Pool in 1923, and since that time he has been a Pool delegate on 2 occasions. The first being from 1930 to 1936 and again from 1957 to the present time.

In 1929 Mr. Hepburn took over the first Co-op bulk fuel outlet for the Loyalty Local who was dealing with Great West Distributors Limited. This Local soon became affiliated with the Huxley Grainger Co-op and through the entry of U.F.A. Central, they consolidated



SIDNEY HEPBURN AT HIS HOME
ON THE FARM.

their petroleum purchasing with other local associations. This was at the time when U.F.A. Central entered into a contract with George A. MacKenzie. This contract was maintained until 1935 when U.F.A. Co-op departed and entered into a new agreement with Maple Leaf Petroleum Limited. At such time the bulk station at Huxley became one of the U.F.A. bulk stations continuing with the same operator Sidney Hepburn, who is still the agent.



SIDNEY HEPBURN WITH HIS GRAND-
DAUGHTER AND SON AT THE AG-NCY.

Many interesting things happened to a Co-op oil agent in those early days. The large delivery units, meters, pumps and storage tanks were unheard of. Mr. Hepburn's first unit was a 2 wheeled trailer that would haul 3 drums and was pulled by a 1928 Chev. car. This proved to be a modern method in those days and it certainly had its humorous aspects as at times it unhitched and went rolling along on its own.

The next move was a modified Model T Ford that could haul 2 drums of fuel on its own. Any of you who have driven Model T's would know what difficulties could arise and from what we can gather Mr. Hepburn became an expert in repairing and fixing his own Model T and also all the neighbors as well. From here on Mr. Hepburn advanced with the times and now operates a modern meter delivery truck. This aspect of the business now is being mainly handled by his son Dallas, who with his wife and two children, live on the home farm.

Mr. Hepburn's career as a Co-op fuel agent would be enough to fill a good sized book and we have tried to point out a few of the highlights. He is a remarkable man for out of his early start he has developed a good, sound business, raised a family of 4, 2 boys and 2 girls. The eldest son Ronald farms south of the homestead 2 miles; the eldest girl married Dave Silver and farms 1 mile west; Doreen the second daughter married Henry Howard and farms at Knee Hill; and Dallas, the younger son lives on the farm with a wife and 2 children.

An interesting item which should be mentioned here is that in 1905 Mr. Hepburn happened to go to Lacombe with a wagon and on a street there met a gentleman named Bill Hoppins, who was looking for a ride to Huxley. This same man after riding out to Huxley with Mr. Hepburn, took out a homestead a few miles further on west. This Mr. Bill Hoppins started farming there and raised a family of 4, the eldest son Wilfred is now the General Manager of U.F.A. Co-op. The farm still operates as Hoppins Farms and is a continuous customer of Mr. Sidney Hepburn.



DIRECTOR A. SILVER TALKS FARMING
WITH SIDNEY HEPBURN.

All of us in U.F.A. Co-op are fortunate that Mr. Hepburn has devoted time and effort to our affairs. He has set an example to all of us to do a good job of whatever task is assigned to us. Alberta was fortunate that he decided to settle here sixty years ago and all of us in U.F.A. Co-op sincerely hope he will be spared for many more years to carry on his work.

FARM YOUNG PEOPLES WEEK

103 young adults from across Alberta took part in the recent Farm Young People's Week held at the University of Alberta, Edmonton. These people had an enjoyable week of university life and were enthusiastic in their approach to the classes and competitions. U.F.A. Co-op is pleased to support this week and congratulate Ardyth Simpson, Marilyn Ebby and Brian Carlson on winning the U.F.A. Co-op Public Speaking Competition.

CREDIT UNION NEWS



UNDER THE UMBRELLA

Where were you on October 30, 1941?

If this was a who-dun-it even Perry Mason would have difficulty finding the answer to that question. What you and I were doing if anything, on October 30, 1941, is really not too important. What is important is that October 30, 1941, was the date of the first General Meeting which organized our Credit Union. This is more years ago than some of us can remember and more years ago than some of us wish to remember. As you can well imagine, we would be hard pressed to locate very many of those original members who were in attendance at that first and all important meeting.

When I looked back at the original set of minutes, I found that basically only the name has been changed over the years. The original Credit Union was called the "Maple Leaf and U.F.A. Co-op Savings and Credit Union." When the U.F.A. Co-op purchased Maple Leaf Petroleums, this was changed to read U.F.A. Co-op Savings and Credit Union.

I cannot say that I was too surprised to find the general regulations basically unchanged. When you have a purpose or an ideal as simple and as straight forward as men and women helping one another, it has to flourish.

I noticed, when looking at a picture of the original Board of Directors, that the men's suit styles were much the same as they are today. The ladies will tell us that is because we have never changed them. This is not true. Like the Credit Union movement, we have tried many other styles of doing business and have just come back home. We men do not resist change, we just know a good thing when we see it.

Next month we will talk more about our Credit Union as it is today.

See you then.

PETROLEUM SALES HIT ALL TIME RECORD!

Sales of light products for the month of May hit an all time record of 6,968,168 gallons. This exceeds the previous record of October, 1962, by 728,626 gallons.

Sales of light products for the ten months of the fiscal year are up 11.1%.

Lubricating oil and grease up 13.4%.



LAWRENCE PROUDFOOT SAYS

A month like this makes us all feel pretty good. Congratulations are in order to all our farm members, our agents, member associations, supervisors, delegates and staff who made this record possible. But, gee whiz, if we had only sold another 32,000 gallons and made our sales an even 7,000,000 gallons, wouldn't that have been something.

LEST WE BECOME COMPLACENT

Our sales for May represent about 2 barrels for each of Alberta's farmers. This leaves plenty of room to grow.

== HERE AND THERE ==

The recent golf tournament of U.F.A. Co-op was highly successful with many going home with prizes. Under the direction of Gordon Gimbel and Tim Volk those participating had an enjoyable afternoon. Prize winners for the various competitions were: Low Gross Trophy - Lawrence Proudfoot; runner up - D. Wooldridge of Blackie; J. Fehr from Red Deer; Highest on #10 green - Neil Dumka, Vulcan. Farthest distance - Lloyd Odegard, Hanna; Low Net Trophy - D. Lien; Consultation prize - Peter Froese; oldest player - Mr. Wellman, Blackie.

On June 18, a new bulk plant at Rosebud was officially opened. The agent Bill Watson provided door prizes and served coffee and doughnuts to the many members who attended. Lawrence Proudfoot and Gordon Gimbel were in attendance from the office.

Best of luck in your new agency, Bill.

Perry Billingsley, formerly with the Financial Accounting Department of U.F.A. Co-op has been transferred to Petroleum Area Supervisor for Territory #5. Perry, along with his wife Gerry and their three children, will be moving to Camrose where he will make his headquarters.

U.F.A. Co-op is sorry to loose the services of Betty Hamilton, Edna Scott and Elaine Nimeck. May we wish these people every success in their new endeavours.

A government plan in the U.S.A. which would have guaranteed farmers a national average price of \$2.00 a bushel for 80% of their wheat production in 1964 was defeated in a referendum May 21. About half of the eligible wheat producers voted in favor of the plan but a two-thirds majority was needed to put it into effect. Jerry Voorhis, Executive Director of the Co-operative Leagues of the U.S.A. has predicted that "small farmers will have an exceedingly difficult time as a result of the lower wheat prices that may be expected".

----- Co-op Commentary

As was mentioned in the last Co-operator, there will be five F.U. & C.D.A. Teen Camps conducted within the next month. Applications are still being accepted - so if you know of someone who would like to attend do not hesitate to contact this office.

Information Service Department

A Scot who had worn the same hat for 25 years decided with heavy heart to buy a new one. Going into the only shop in the neighborhood he said: "Well, here I am again".

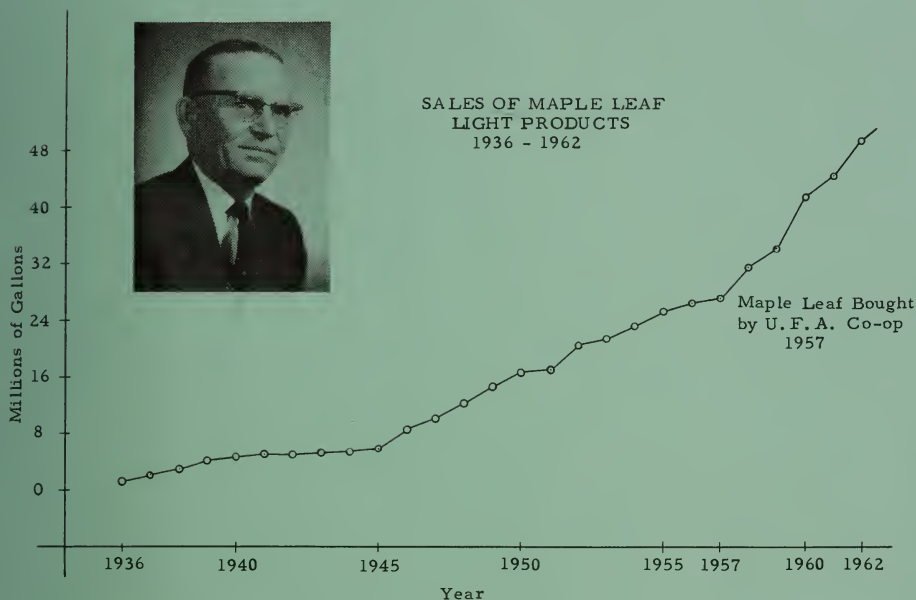
Many of the staff will be taking holidays during the month of July and to those may we wish a very enjoyable time.

Trade increases the wealth and glory
of a country, but its real strength
and stamina are to be looked for
among the cultivators of the land.

- Lord Chatham

FARMERS IN THE OIL BUSINESS

BY J.C. ROBB



FARMERS IN THE OIL BUSINESS

During the 1920's it became clear to far-seeing Alberta farmers that the farm tractor was here to stay. Instead of growing their own power and fuel they were going to have to buy it in the market place. To protect themselves from exploitation, they decided to combine their purchasing power to get a better deal on petroleum products.

Their first venture began in 1932 and was not a happy one. An agreement was made with Mr. George MacKenzie of Northern Oils to establish

some agencies and supply them with petroleum products. Mr. MacKenzie had at that time leased several bulk plants from Maple Leaf Oil and Refining Company. It is of interest to note that Maple Leaf Oil and Refining Company was established by a group of Americans and consisted of a Refinery at Coutts and a few bulk plants. They became badly indebted to Imperial Oil and were taken over by Imperial in 1934. The deal the

farmers made with Mr. MacKenzie was unsatisfactory - as the dividends promised were not forthcoming.

Accordingly the U.F.A. Board engaged the services of Mr. John Brownlee to see if some better deal could not be found. Mr. Brownlee worked out a plan with Mr. Hewittson and Mr. Halvorson of Imperial Oil for a supply of petroleum products. To accomplish this Maple Leaf Petroleum Ltd. was formed in the fall of 1934 or the spring of 1935. It was a wholly owned subsidiary of Imperial Oil, having as their Alberta agents, U.F.A. Mr. Charles C. Peake was appointed as Manager and Mr. W. F. Wallace, Assistant Manager. Both of these gentlemen were from the old Maple Leaf Oil and Refining Company.

Thus began the long partnership between U.F.A. and Imperial Oil. The success of the venture was to a large extent due to the wisdom and hard work of Mr. Brownlee, who laid a firm foundation that was fair to all.

In the beginning the new Company had some 30 to 40 outlets. These consisted of 15 or 16 that were taken over from Maple Leaf Oil and Refining and several privately owned and operated agencies and about 20 U.F.A. plants that had been established by associations in Pembina, Acadia and Coronation. Shortly after this beginning Imperial took over Regal Oil and Refining Company and most of the Regal bulk plants throughout the province were turned over to Maple Leaf for the U.F.A. In addition to this, U.F.A. was permitted to establish a maximum of 10 new bulk outlets a year and long term financial assistance was provided by Imperial Oil by this expansion programme.

By 1940 about 100 outlets were in operation doing a volume of slightly better than $4\frac{1}{2}$ million gallons of light products and 100,000 gallons of lubricants, or an average of about 45,000 gallons of light products per agency, and 1,000 gallons of lubricants. Steady progress was made in each year until 1957 when the volume of light products sold was 27,000,000 gallons

and 300,000 gallons of lubricants. At that time U.F.A. Co-op purchased Maple Leaf and since then the sales volume has almost doubled.

The Maple Leaf staff included former employees of Maple Leaf Oil and Refining, Northern Oils, Regal Oil Refining Company and Imperial Oil. Mr. Peake remained as Manager for the first year of operation and resigned to manage the Northwest Refining Company at Cutbank, Montana and Mr. W. F. Wallace took over. Mr. Wallace was a very aggressive man and while he did contribute much in the early stages of the Maple Leaf U.F.A. partnership, he was directly responsible for Mr. N. F. Priestley and his Board to say "my, my" on many occasions due to his method of operation. Mr. Wallace held this position from 1936 until the fall of 1943 when Imperial Oil transferred him to the Manitoba Division of Imperial Oil in charge of farm sales. Mr. A. A. Turner, formerly Operations Manager of Imperial Oil in Winnipeg was appointed Manager of Maple Leaf and remained in that position for slightly over a year when he was transferred to the Regina Division of Imperial Oil Limited as Sales Manager, and later to Manager. George C. Bradley, District Manager for Imperial Oil in the Alberta Marketing Division, was appointed Manager for Maple Leaf. R. G. MacKenzie formerly of the Saskatchewan Division of Imperial Oil in charge of Transportation, when discharged from the Navy received the appointment of Assistant Manager of Maple Leaf. Mr. Bradley was sent to Harvard University to take an advanced management course. On his return from Harvard, R. C. MacKenzie was appointed Manager and Mr. Bradley was transferred to the Toronto office of Imperial Oil Limited in charge of Sales which made him our official contact.

In 1947 R. G. MacKenzie was appointed Sales Manager of the Saskatchewan Division of Imperial Oil and Mr. R. P. (Phin) Hunter formerly a district manager for Imperial in Alberta Division, was appointed manager and held this position until his death in August, 1955.

In October, 1955, Mr. A. E. Taylor, formerly Sales Manager of the Alberta Division of Imperial Oil, was appointed Manager and remained until U.F.A. purchased the assets of Maple Leaf on January 1, 1957. He has since been transferred to Imperial Oil Limited Head Office in Toronto.

Our first Chief Accountant was Wm. McGregor, who came to us from Maple Leaf Oil and Refining Company, Coutts. He was a very gruff old Scotsman who enjoyed immensely our Christmas parties and other functions such as Sales Meetings. He would not drink anything but the best brand of Scotch whiskey. I recall on occasions we bought a much cheaper brand than that Mr. McGregor claimed to drink and put it in an expensive brand bottle and always received the same comment as he smacked his lips when taking a drink - "By golly, Cecil, even if you don't know much else, you do know a good brand of Scotch."

F.A.L. (Lyle) MacLagan was later transferred from Maple Leaf Oil and Refining, Coutts, to take over the chief accountant's job from McGregor and he brought with him as his assistant, J. M. (Murray) Waugh. Lyle MacLagan and W. F. (Bill) Wallace mentioned previously, had over the years considerable difficulty in working together with the result Lyle applied for a transfer in 1943 just prior to Bill Wallace being moved to Winnipeg. From that time up to the present Lyle has been working for Imperial Pipe Lines in Edmonton.

I. R. MacKintosh, formerly of Northern Oils and I, formerly of Maple Leaf Oil and Refining are, of course, still in the employee of U.F.A. Co-op. I was an Area Supervisor from 1935 until 1944.

In the fall of 1944 I was brought into the office as Operation Supervisor for Maple Leaf Petroleum and not until Mr. A.R.(Art) Riley's death on January 12, 1958, did I take over as Sales Manager for U.F.A.

During the years that U.F.A. acted as Alberta agent for Maple Leaf there was much discussion on the part of U.F.A. Co-op that they should have heavier investments and a greater responsibility in the marketing of the product. This view was constantly encouraged by the officers of Imperial. Finally negotiations were undertaken on behalf of the Board by our late President, Mr. Church and Mr. Hoppins, our General Manager for the purchase of Maple Leaf. These negotiations resulted in the purchase by U.F.A. Co-op of Maple Leaf for one million dollars. The Co-op was given a 12 year period in which to complete the payment. As most of you know, the full purchase price was paid in three years.

Since then sales have almost doubled and savings to farmers last year alone were in excess of a million dollars.

It is now 30 years since Alberta farmers started making their first tentative step to buy their petroleum products co-operatively. They have demonstrated to all that the idea was worthwhile and I am glad that I had the opportunity to work with them over almost all of this time.

- J. C. Robb



SOMETHING NEW HAS BEEN ADDED

That's right - the Farm Supply Division has introduced their own private labels on some of their merchandise lines.

The Summit label is employed on a complete line of weed sprays produced by one of Canada's largest herbicide manufacturers. The same attractive label is being used on a high quality antifreeze supplied by one of the two major ethylene glycol manufacturers in Canada. The connotation of the word Summit is obvious - meaning the top - and that is just what these products are. They have been thoroughly tested over a period of years, are made by reliable established companies and assure our members of the highest quality merchandise at the lowest price.

The Mars label is only on one item so far - a time tested, rugged heavy duty garden cultivator. This machine has an unconventional chain transmission which develops more horsepower with the same size engine than is possible with the usual gear setup. It is made by a leading company in the United States.



BILL MCCARTNEY - FARM SUPPLY MANAGER

The name Mars does not have the same obvious meaning as Summit. In fact, there has been considerable controversy among Farm Supply staff about its applicability. It is intended to imply the rugged strength typified by Mars -

The god of War" - but Mars was also regarded as Protector of the Fields". Whether you agree the name is good or not, it will be utilized on the best farm equipment.

Ultimately the Summit label may apply to a wide range of agricultural chemicals and allied lines. The Mars label will likely appear on numerous machinery lines.



PERMANENT TYPE
ANTI-FREEZE
ETHYLENE GLYCOL BASE
UNITED FARMERS OF ALBERTA
CO-OP LTD.

Private labelling is practical only on heavy volume items and will be reserved for use on top quality lines. It has the advantage of permitting the Farm Supply Division to change supplies if necessary, and still provide the customer with a familiar label. We promote our own name, not that of our manufacturer. It permits greater flexibility on our selling price to members because manufacturers do not object to our low price structure under our own name. Certain specialized products can be made available to us under our own label that otherwise might be withheld if we were advertising the manufacturer's name - again because of our low price structure to members. Our own brand products are manufactured to our specifications - specifically designed for Alberta conditions. The only disadvantage of private labelling is losing the value of so called national brand name advertising. We are convinced that the advantages outweigh this drawback and that over the long haul our members would sooner have the savings on their purchases than to support expensive advertising campaigns.

Early indications are that our private labels are being well accepted by our members.

You can help by talking up the name of Summit and Mars to your friends, neighbors and customers.

- Bill McCartney

GORDON KRAEMER LEAVES U.F.A.

Gordon Kraemer, Area Supervisor at Camrose, has resigned his position with U.F.A. Co-op. Gordon has been with the Company for 15 years and his many fellow employees, agents and farm members will be sorry to hear he is leaving. They will be glad to know that he is now a partner in Riegel Trailer Sales of Edmonton and will be the Manager of their Valleyview operation. From all of us - best of luck in your new venture, Gordon.

Gordon and his charming wife Kay, say that the latch string is always out to old friends passing through Valleyview.

They Wear Well

Billie proudly announced to his teacher;
"We've got a new baby and it cost a hundred dollars."
"Goodness" the teacher replied.
"Isn't that a lot of money for a tiny baby?"
"Yes, but think how long they last!"

*Take time to think, it is the source of power;
Take time to play, it is the secret of perpetual youth;
Take time to read, it is the fountain of wisdom;
Take time to love and be loved, it is a God-given privilege;
Take time to be friendly, it is the road to happiness;
Take time to laugh, it is the music of the soul;
Take time to give, it is too short a day to be selfish;
Take time to work, it is the price of success.*

- Unknown

COMING EVENTS



ANNUAL MEETING OF U.F.A. CO-OP LTD.

NOVEMBER 5,6,7 & 8

TRADE WINDS MOTOR HOTEL, CALGARY,

CALGARY STAMPEDE - July 8 - 13.

EDMONTON EXHIBITION - July 15 - 20.

LETHBRIDGE EXHIBITION - July 24 - 27.



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